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The College Placement Council
62 Highland Avenue / Bethlehem, PA 18017

CPC Salary Survey

A study of 1984-1985 beginning offers / Formal Report No. 2, March 1985

Optimistic projections greeted the 1984-85 college recruiting season. Surveys showed that employers planned to hire more new college graduates than they had last year.

Therefore, there was no surprise when both the December and January *Salary Survey* reports indicated an increase in the number of job offers, reflecting the improved economy. What came as a surprise was that the increased demand, in many cases, was not translated into higher beginning salary offers. In fact, the salary averages in a number of disciplines remained unchanged or fell below last year's levels.

In this March report, another unexpected development has emerged. The number of job offers has leveled off, hovering only slightly above the level reported at this time last year. Salaries, however, have started to make slow gains. All but four disciplines are now above the July 1984 closing figures. And most reported solid 2 percent to 3 percent gains, with three disciplines posting gains of more than 3 percent.

Petroleum engineering topped the salary list again, but the monthly average of $2,660 actually slipped several dollars below the average reported in January ($2,664).

Chemical engineering retained its traditional second-place spot with an average of $2,374, a 3.9 percent increase since July. The continued increase in the number of offers and average starting salary for this discipline is welcome news to these graduates.

The three business disciplines reported salary increases of 2 percent to 3 percent, with accounting topping this group with an average offer of $1,676. Although both accounting and business-general inched up from 1.9 percent increases reported in January to 3.0 percent and 2.4 percent, respectively, both disciplines lagged behind last year in the reported number of job offers.

A continuing surprise is the lack of movement in the starting salary average for computer science. While this discipline made strong gains in the number of offers, the average salary of $2,051 was just 0.2 percent above the July figure of $2,046.

The number of offers at the master's level fell short of last year's figure. MBA's with non-technical undergraduate degrees in particular experienced significant drops. And even candidates with technical backgrounds reported figures below last year's levels. The most notable exception was electrical engineering, which reported increases in both the number of offers and starting salary. The 5.1 percent salary increase since July brought the average to $2,716.

The March report covers the period from September 1, 1984, through March 1, 1985. The data include offers made to students graduating between September 1, 1984, and August 31, 1985. The 187 placement offices at the 163 participating colleges and universities reported 14,995 bachelor's offers, 1,917 offers to inexperienced and 209 offers to experienced master's-degree candidates, and 225 doctoral offers.

Salary Survey reports are available only to CPC members and subscribers to the *Salary Survey* package. Additional copies of this report may be obtained for 75 cents each.

Judith O'Flynn Kayser
Manager, Statistical Services

SCOPE AND NATURE OF THE SURVEY

The scope, nature, and coverage of the CPC *Salary Survey* are particularly important to the interpretation and proper use of the statistics.

The study surveys a fairly consistent population which includes 187 placement offices at 163 colleges and universities throughout the United States. Offers are reported from employing organizations in business, industry, government, and non-profit and educational organizations. The offers are base starting salary offers and do not include fringe benefits or overtime. The data cover a broad range of functional positions, except teaching. Confidentiality is maintained for the individual, the college, and the employer.

The *Survey* reports offers, not acceptances, with no limit on the number of offers per student. Therefore, offers in the study cannot be equated with actual hires, and when the economic climate changes substantially, the ratio of offers to hires usually changes also, making comparison with other years no longer valid. In those categories where offers are relatively few, the data should be regarded only as an indication.

The *Survey* is available only to members and *Salary Survey* subscribers of the College Placement Council and is intended for the professional use of its constituents. Reports are issued in December, January, March, and July.

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AVERAGE MONTHLY SALARY OFFERS

Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Curriculum For All Types of Employers	Number of Offers March 1985	Number of Offers March 1984	Average $ Offers March 1985	Average $ Offers July 1984	Percent Change in $ Offers from July 1984	Percentiles 90th	Percentiles 50th	Percentiles 10th
Business								
Accounting	3,269	3,454	$1,676	$1,627	3.0%	$1,875	$1,667	$1,500
Business—General (incl. Mgmt.)	1,081	1,385	1,593	1,555	2.4	2,000	1,583	1,200
Marketing & Distribution	583	594	1,533	1,485	3.2	1,900	1,500	1,200
Humanities and Social Sciences								
Humanities	246	153	1,388	1,477	– 6.0	2,000	1,310	833
Economics[1]	130	87	1,609	1,665	– 3.4	2,010	1,600	1,150
Other Social Sciences	314	267	1,381	1,452	– 4.9	2,000	1,300	883
Engineering								
Aeronautical	192	142	2,204	2,153	2.4	2,405	2,240	1,931
Chemical	724	629	2,374	2,285	3.9	2,500	2,417	2,200
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	395	415	1,968	1,897	3.7	2,315	1,930	1,635
Electrical (incl. Computer Engrg.)	3,416	3,053	2,258	2,213	2.0	2,477	2,300	1,931
Geological	28	26	2,243	2,041	9.9	2,500	2,424	1,700
Industrial	435	340	2,174	2,102	3.4	2,417	2,208	1,866
Mechanical	1,873	1,642	2,240	2,190	2.3	2,465	2,275	1,930
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	96	93	2,278	2,213	2.9	2,450	2,300	2,034
Mining	15	22	2,085	2,073	0.6	*	*	*
Nuclear (incl. Engrg. Physics)	36	26	2,264	2,199	3.0	2,392	2,300	2,033
Petroleum	186	179	2,660	2,464	8.0	2,875	2,750	2,300
Engineering Technology	289	339	2,136	2,078	2.8	2,400	2,166	1,800
Sciences								
Agricultural Sciences	83	121	1,437	1,418	1.3	1,800	1,450	1,106
Biological Sciences	40	30	1,435	1,402	2.4	1,858	1,354	1,100
Chemistry	58	48	1,813	1,756	3.3	2,167	1,900	1,250
Computer Science	1,250	1,137	2,051	2,046	0.2	2,337	2,100	1,667
Health (Medical) Professions	91	162	1,819	1,576	15.4	2,333	1,750	1,416
Mathematics	99	92	1,990	1,950	2.1	2,383	2,037	1,483
Other Physical & Earth Sciences	66	74	1,824	1,900	– 4.0	2,424	1,909	1,042
	14,995	14,510						

[1]Includes economics programs with both business and social science orientation.

*Not computed for fewer than 20 offers.

Participating Placement Offices

Akron
Alabama A & M
Arizona
Arizona State
Arkansas-Fayetteville
Auburn
Baylor
Bentley
Boston
Bridgeport
Brigham Young
Brown
Bucknell
Calif. Inst. Tech
California
—Berkeley
—Los Angeles
Calif. Poly State-San Luis Obispo
California State
—Chico
—Fresno
—Long Beach
—Sacramento
Calif. State Poly-Pomona
Carnegie-Mellon
Case Western Reserve
Cedar Crest
Chicago - Grad Sch. of Bus.
City Univ. NY
—Bernard M. Baruch College
—City College
—Hunter College
Clemson
Cleveland State
Colorado
Colorado Mines
Colorado State
Columbia
Columbia - Grad Sch. of Bus.
Connecticut
Cornell
Dartmouth
Delaware
Delaware State
Denver
Detroit
Duke
Duke - Fuqua Sch. of Bus.
East Texas State
Fairleigh Dickinson-Teaneck
Florida A & M
George Washington
Georgia
Georgia Tech
Grambling State
Grove City
Houston
Idaho
IIT (Ill. Inst. Tech.)
Illinois at Chicago
Illinois - Urbana
—Engineering
—Commerce, Business
Indiana
IUP - Indiana, PA
Iowa
—Iowa - Engineering
Iowa State
- Engineering
—Science, Humanities
Jackson State
Johnson & Wales
Kansas
—Arts
—Business
—Engineering
Kansas State
Kentucky
Lafayette
Lamar
Lehigh
Lincoln (PA)
Louisiana Tech
Maine-Orono
Mary Washington
MIT (Mass. Inst. Tech.)
MIT - Sloan Management
Mass. - Amherst
Memphis State
Michigan
—Ann Arbor Engineering
—Ann Arbor - Grad Sch. of Bus.
—Dearborn
Michigan State
Michigan Tech
Minnesota - Sch. of Management
Mississippi
Mississippi State
Missouri
- Columbia Engineering
- Kansas City
- Rolla
- St. Louis
Montana
Montana State
Morgan State
Mount Holyoke
Nebraska-Lincoln
Nevada-Reno
New Jersey Tech
New Mexico
New Mexico State
NYU - Grad Sch. of Bus.
North Carolina
—Chapel Hill
—Greensboro
North Carolina A & T State
North Dakota
North Texas State
Northern Arizona
Northern Colorado
Northwestern
Northwestern
—Kellogg Grad Sch.
Ohio
Ohio State
—Administrative
—Arts
—Engineering
Oklahoma
Oklahoma State
—Agriculture
—Engineering
—Univ. Placement
Oregon
Oregon State
Penn
Penn - Wharton Grad Sch.
Penn State
Penn State - Capitol Campus
Pittsburgh
Polytechnic Institute of NY
Portland State
Princeton
Purdue
Rensselaer
Rhode Island
Rochester
Rochester - Grad Sch. of Mgmt.
Rutgers
—Camden Arts, Science
—New Brunswick
San Diego State
San Jose State
Smith
South Dakota Mines
South Florida
Southern California
Southern Calif. - Grad Bus.
Southern Illinois
—Carbondale
—Edwardsville
Southern Methodist
Southern Univ. - Baton Rouge
Stanford
SUNY-Buffalo
Tennessee Knoxville
Tennessee State
Texas A & I
Texas A & M
Texas Tech
Texas
—Arlington
—Austin Bus. Admin.
—Austin Engineering
—El Paso
Toledo
Tulane
Union
Utah
Utah State
Vanderbilt
Vanderbilt - Owen Grad Sch.
Villanova
Virginia
Virginia - Colgate Darden
Virginia State
Virginia Tech
Wake Forest
Wake Forest - Babcock Grad Sch.
Washington
Washington State
Wayne State
West Virginia
Western Washington
Williams
Wisconsin - Madison
—Agriculture
—Arts
—Business
—Engineering
Worcester Poly
Yale - Org. & Mgmt.

AVERAGE MONTHLY SALARY OFFERS

Bachelor's Degree Candidates

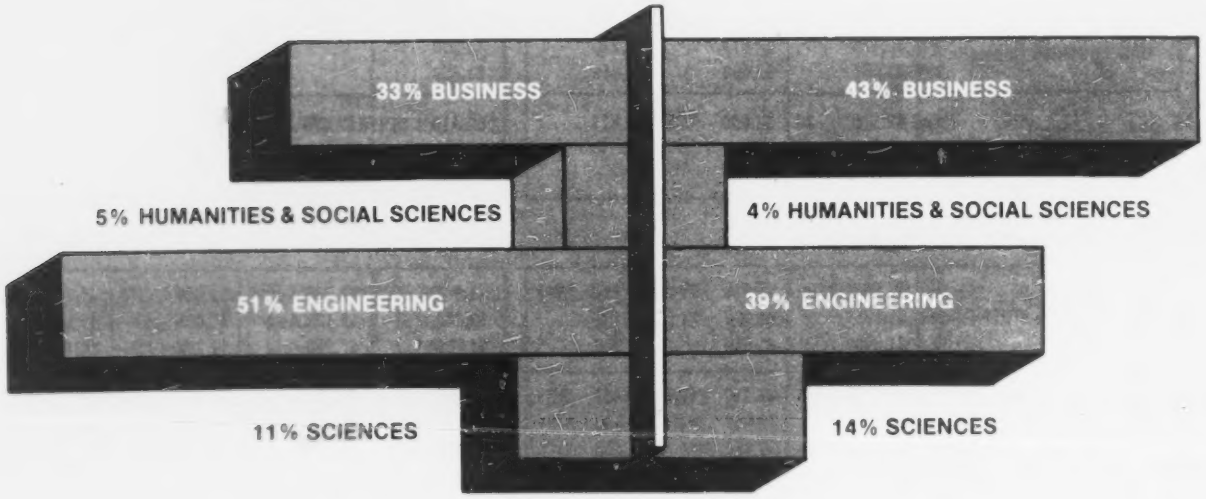
(Data Combined for Men and Women)

By Functional Area For All Types of Employers	Number of Offers		Average $ Offers		Percent Change in $ Offers from July 1984	Percentiles		
	March 1985	March 1984	March 1985	July 1984		90th	50th	10th
Accounting/Auditing	3,416	3,455	$1,681	$1,626	3.4%	$1,915	$1,667	$1,500
Business Administration	656	654	1,569	1,537	2.1	2,042	1,554	1,083
Communications	133	85	1,439	1,493	– 3.6	2,260	1,250	784
Community & Service Orgs. Work	61	72	1,370	1,263	8.5	2,125	1,217	870
EDP-Programming/Systems	1,393	1,241	2,066	2,040	1.3	2,350	2,100	1,700
Engineering	7,157	6,400	2,253	2,195	2.6	2,500	2,300	1,917
Farm & Natural Resources Mgmt.	37	38	1,443	1,379	4.6	1,916	1,450	1,050
Finance & Economics	271	303	1,628	1,677	– 2.9	2,000	1,650	1,200
Health (Medical) Services	108	184	1,730	1,530	13.1	2,333	1,700	1,230
Manufacturing &/or Industrial Oprs.	218	324	2,052	2,027	1.2	2,425	2,145	1,583
Mathematics/Statistics	59	74	1,959	1,870	4.8	2,361	2,040	1,435
Merchandising/Sales Promotion	530	521	1,431	1,412	1.4	1,783	1,416	1,100
Personnel/Employee Relations	75	86	1,772	1,509	17.4	2,460	1,750	1,000
Research—Non-Scientific	55	67	1,887	1,746	8.1	2,558	1,833	1,225
Research—Scientific	160	206	1,944	1,949	– 0.3	2,425	2,018	1,300
Rotational Training—Non-Technical	128	195	1,471	1,418	3.7	1,850	1,416	1,125
Rotational Training—Technical	51	97	2,029	2,070	– 2.0	2,410	2,167	1,333
Sales—Non-Technical Degree	432	458	1,575	1,525	3.3	2,000	1,542	1,200
Sales—Tech./Scientific Degree	55	50	2,141	1,957	9.4	2,490	2,200	1,800
	14,995	14,510						

PROPORTION OF OFFERS BY CURRICULAR AREA

Bachelor's Degree Candidates

Total Offers = 14,995



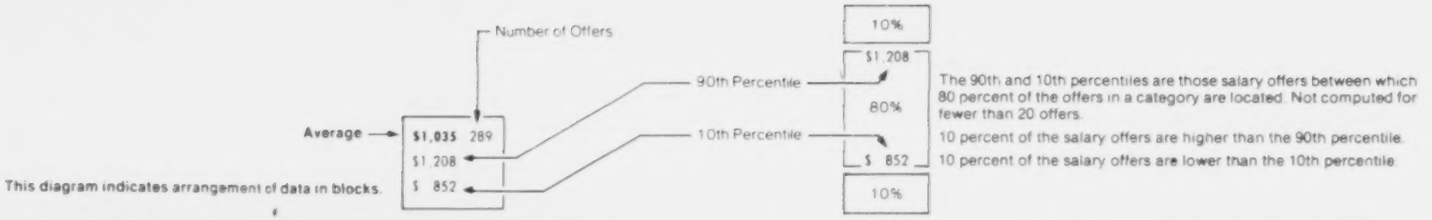
Master's Degree Candidates

(Inexperienced)

Total Offers = 1,917

Monthly beginning salary offers to all candidates by curriculum and employer

Formal Report No. 2 ■ March 1985 ■ Data combined for men and women



NON-TECHNICAL / TECHNICAL

CURRICULUM	BUSINESS: Accounting—Public	BUSINESS: Banking, Finance, & Insurance	BUSINESS: Merchandising (Retail & Wholesale) & Services	MANUFACTURING ■ INDUSTRIAL: Aerospace, Electronics, & Instruments	MANUFACTURING ■ INDUSTRIAL: Automotive & Mechanical Equipment	MANUFACTURING ■ INDUSTRIAL: Building Materials Mfrs. & Construction	MANUFACTURING ■ INDUSTRIAL: Chemicals, Drugs, & Allied Products	MANUFACTURING ■ INDUSTRIAL: Electrical Machinery & Equipment	MANUFACTURING ■ INDUSTRIAL: Food & Beverage Processing	MANUFACTURING ■ INDUSTRIAL: Glass, Paper, Packaging, & Allied Products	MANUFACTURING ■ INDUSTRIAL: Metals & Metal Products	MANUFACTURING ■ INDUSTRIAL: Petroleum & Allied Products (incl. Nat. Gas)	MANUFACTURING ■ INDUSTRIAL: Research &/or Consulting Organizations	MANUFACTURING ■ INDUSTRIAL: Tire & Rubber	MANUFACTURING ■ INDUSTRIAL: Utilities—Public (incl. Transportation)	GOV'T ■ NON-PROFIT: Government—Federal	GOV'T ■ NON-PROFIT: Government—Local/State	GOV'T ■ NON-PROFIT: Non-Profit Orgs. & Educational Institutions
BACHELOR'S DEGREE																		
Accounting	$1,682 2,735 $1,875 $1,550	$1,555 69 $1,916 $1,125	$1,427 59 $1,875 $1,000	$1,712 52 $2,050 $1,500	$1,682 12	$1,646 11	$1,710 15	$1,693 22 $2,000 $1,417	$1,594 20 $1,917 $1,250	$1,818 16	$1,601 9	$1,788 140 $1,906 $1,675	$1,591 6	$1,822 3	$1,837 19	$1,432 29 $1,525 $1,200	$1,472 40 $1,676 $1,250	$1,619 12
Business—General (incl. Mgmt.)	$1,685 57 $2,067 $1,350	$1,540 231 $2,000 $1,167	$1,412 280 $1,708 $1,127	$1,683 159 $2,100 $1,320	$1,759 21 $2,166 $1,250	$1,554 35 $1,825 $1,225	$1,813 27 $2,200 $1,450	$1,617 16	$1,742 56 $2,042 $1,250	$1,808 32 $2,050 $1,500	$1,570 5	$1,822 62 $2,083 $1,670	$1,762 15	$1,467 4	$1,921 33 $2,275 $1,650	$1,398 18	$1,384 15	$1,573 15
Marketing & Distribution	$1,681 4	$1,500 31 $1,750 $1,200	$1,437 298 $1,750 $1,200	$1,646 80 $2,000 $1,200	$1,795 8	$1,626 15	$1,740 29 $2,150 $1,383	$1,655 21 $1,875 $1,400	$1,689 30 $2,000 $1,416	$1,665 19	$1,537 7	$1,717 9	$1,431 10	$1,475 1	$1,559 12	$1,417 3		$1,552 6
Humanities	$1,083 1	$1,357 17	$1,244 96 $1,750 $ 900	$1,752 18	$1,728 4	$1,280 4	$1,728 8	$1,818 6	$1,767 12	$1,250 4		$1,300 1	$1,422 3		$1,899 8	$1,370 11	$1,304 16	$1,260 37 $1,800 $ 833
Economics	$1,721 7	$1,647 35 $2,400 $1,000	$1,415 21 $1,915 $1,000	$1,629 9		$1,579 2	$1,747 7	$2,343 2	$1,462 4	$1,785 3	$1,650 1	$1,708 1	$1,827 17		$1,594 3	$1,345 6	$1,634 4	$1,259 8
Other Social Sciences	$1,917 1	$1,263 31 $1,650 $ 900	$1,274 93 $1,583 $ 900	$1,479 30 $2,100 $ 833	$1,417 1	$1,500 3	$1,887 6	$1,513 4	$1,458 7	$1,121 2	$2,167 1	$2,615 2	$1,544 11		$2,188 11	$1,478 21 $1,840 $1,153	$1,465 25 $2,167 $ 950	$1,200 65 $1,667 $ 750
MASTER'S DEGREE-INEXPERIENCED																		
MBA—Non-Technical Undergraduate Degree	$2,074 96 $2,475 $1,667	$2,302 90 $2,677 $2,000	$1,867 35 $2,210 $1,416	$2,169 37 $2,500 $1,750	$2,165 9	$2,056 3	$2,517 12	$2,027 7	$2,569 11	$2,179 4		$2,067 5	$2,633 13		$2,187 10	$1,724 14	$1,761 8	$1,901 3
MBA—Technical Undergraduate Degree	$2,110 20 $2,250 $1,915	$2,608 5	$2,417 1	$2,410 21 $2,750 $2,200	$2,479 3		$2,769 13		$2,666 2	$2,777 3		$2,748 5	$2,404 2		$2,327 3			
BACHELOR'S SUMMARY																		
Non-Technical Curricula	$1,682 2,805 $1,875 $1,550	$1,520 414 $2,000 $1,050	$1,387 847 $1,750 $1,000	$1,664 348 $2,041 $1,250	$1,735 46 $2,125 $1,250	$1,567 70 $1,825 $1,200	$1,766 92 $2,125 $1,416	$1,683 71 $2,000 $1,250	$1,685 129 $2,042 $1,250	$1,726 76 $2,050 $1,416	$1,602 23 $2,000 $1,100	$1,800 215 $2,000 $1,667	$1,655 62 $2,083 $1,040	$1,601 8	$1,873 86 $2,430 $1,295	$1,422 88 $1,783 $1,065	$1,436 100 $1,833 $1,000	$1,308 143 $1,872 $ 830
Technical Curricula	$1,944 128 $2,208 $1,667	$1,750 128 $2,167 $1,250	$1,802 123 $2,333 $1,400	$2,258 3,874 $2,448 $2,058	$2,331 435 $2,510 $2,083	$2,069 297 $2,400 $1,680	$2,334 705 $2,500 $2,120	$2,260 465 $2,458 $2,042	$2,220 160 $2,425 $1,670	$2,312 222 $2,458 $2,042	$2,260 239 $2,465 $2,000	$2,407 719 $2,800 $2,030	$2,095 257 $2,500 $1,646	$2,290 24 $2,415 $2,150	$2,253 577 $2,455 $1,973	$1,801 770 $2,091 $1,500	$1,700 130 $1,912 $1,400	$1,707 119 $2,300 $1,167

TECHNICAL

Bachelor's Degree

CURRICULUM	BUSINESS			MANUFACTURING ■ INDUSTRIAL				
	Accounting—Public	Banking, Finance, & Insurance	Merchandising (Retail & Wholesale) & Services	Aerospace, Electronics, & Instruments	Automotive & Mechanical Equipment	Building Materials Mfrs. & Construction	Chemicals, Drugs, & Allied Products	Electrical Machinery & Equipment
Aeronautical Engineering	$2,155 2		$2,583 1	$2,264 159 $2,405 $2,118				$2,250 2
Chemical Engineering		$3,100 1		$2,307 65 $2,450 $2,083	$2,451 7	$2,214 17	$2,392 307 $2,500 $2,300	$2,317 11
Civil Engineering (incl. Construction, Sanitary, & Transportation Engrg.)	$2,264 7		$1,817 3	$2,179 31 $2,325 $2,000	$2,416 1	$1,945 111 $2,166 $1,733	$2,251 12	$2,096 5
Electrical Engineering (incl. Computer Engrg.)	$2,112 6	$2,390 1	$2,284 9	$2,308 2,056 $2,475 $2,136	$2,357 114 $2,510 $2,167	$2,270 56 $2,500 $2,075	$2,399 84 $2,508 $2,266	$2,271 245 $2,500 $2,083
Geological Engineering				$2,143 2				
Industrial Engineering	$2,082 31 $2,208 $1,917	$1,755 2	$2,103 7	$2,187 118 $2,362 $1,966	$2,299 42 $2,475 $2,000	$2,094 11	$2,274 44 $2,391 $2,060	$2,214 16
Mechanical Engineering	$1,792 1	$1,727 4	$2,063 2	$2,255 638 $2,400 $2,100	$2,340 216 $2,515 $2,083	$2,190 62 $2,450 $2,000	$2,378 154 $2,500 $2,250	$2,276 127 $2,430 $2,083
Metallurgical Engineering (incl. Metallurgy & Ceramic Engrg.)				$2,280 24 $2,444 $2,145	$2,346 11	$2,273 4	$2,344 8	$2,248 6
Mining Engineering						$1,917 2		
Nuclear Engineering (incl. Engrg. Physics)				$2,260 7				$2,382 7
Petroleum Engineering				$1,800 1			$2,570 1	
Engineering Technology	$2,208 1	$1,410 2	$1,813 4	$2,131 150 $2,300 $1,916	$2,360 20 $2,500 $2,083	$1,901 22 $2,201 $1,458	$2,279 7	$2,246 18
Agricultural Sciences	$1,669 2	$1,300 14	$1,367 9	$1,770 1		$1,338 4	$1,417 6	$2,000 1
Biological Sciences		$1,100 1	$1,375 3	$1,416 3	$2,125 2		$1,754 7	
Chemistry				$1,967 6	$2,450 1		$1,877 19	$1,884 2
Computer Science	$1,849 75 $2,166 $1,625	$1,805 83 $2,200 $1,458	$1,684 62 $2,041 $1,250	$2,139 561 $2,375 $1,850	$2,150 18	$2,019 6	$2,199 53 $2,300 $2,042	$2,151 22 $2,383 $1,900
Health (Medical) Professions			$2,164 17					
Mathematics	$1,813 2	$1,838 19	$1,556 4	$2,206 36 $2,491 $1,958	$2,151 2	$1,166 1	$2,046 2	$1,933 2
Other Physical & Earth Sciences	$1,875 1	$1,166 1	$1,546 2	$2,073 16	$1,000 1	$1,800 1	$1,900 1	$2,000 1

Food & Beverage Processing	Glass, Paper, Packaging, & Allied Products	Metals & Metal Products	Petroleum & Allied Products (incl. Nat. Gas)	Research &/or Consulting Organizations	Tire & Rubber	Utilities—Public (incl. Transportation)	GOV'T & NON-PROFIT: Government—Federal	Government—Local/State	Non-Profit Orgs. & Educational Institutions
				$2,554 2			$1,795 26 $2,083 $1,500		
$2,387 39 $2,425 $2,250	$2,380 77 $2,470 $2,292	$2,252 12	$2,454 143 $2,575 $2,280	$2,391 6	$2,328 4	$2,357 19	$1,776 14	$1,833 2	
	$2,275 4	$2,108 3	$2,314 26 $2,450 $1,950	$1,996 39 $2,314 $1,650		$2,029 35 $2,300 $1,700	$1,805 32 $1,933 $1,500	$1,743 85 $1,912 $1,583	$2,156 1
$2,437 4	$2,374 37 $2,500 $2,202	$2,324 39 $2,500 $2,150	$2,338 75 $2,633 $2,000	$2,260 72 $2,550 $1,917	$2,335 5	$2,302 250 $2,445 $2,168	$1,812 347 $2,092 $1,506	$2,321 7	$2,235 9
			$2,385 19	$2,064 3			$1,880 1	$1,709 3	
$2,321 39 $2,417 $2,083	$2,202 22 $2,375 $2,000	$2,194 14	$2,067 3	$2,257 13	$2,262 5	$2,218 24 $2,415 $1,900	$1,802 40 $2,100 $1,506		$1,956 4
$2,332 36 $2,425 $2,166	$2,384 43 $2,500 $2,250	$2,289 110 $2,500 $2,125	$2,376 125 $2,650 $2,083	$2,138 32 $2,375 $1,800	$2,287 8	$2,296 113 $2,440 $2,167	$1,816 198 $2,125 $1,506	$1,912 1	$1,853 3
$1,970 1	$2,450 1	$2,354 31 $2,500 $2,250	$2,313 3			$2,281 2	$1,597 5		
		$1,708 2	$2,172 4			$2,340 5	$1,916 1	$1,725 1	
		$2,300 1		$2,683 1		$2,283 15	$1,768 3		$2,250 2
		$2,400 1	$2,672 180 $2,875 $2,350	$2,292 1		$2,350 2			
$2,275 10	$2,323 11	$2,214 5	$2,371 11	$1,854 6		$2,171 11	$1,795 9	$1,615 2	
$1,597 19		$1,583 1	$1,584 2	$1,300 2		$1,667 1	$1,309 9	$1,438 8	$1,294 4
$1,650 2				$1,359 8				$1,297 5	$1,195 9
$1,807 3	$2,013 9	$1,200 1	$1,444 3	$1,404 3		$2,038 2		$1,758 4	$1,416 5
$2,000 7	$2,084 16	$2,042 18	$2,110 115 $2,300 $2,000	$2,059 58 $2,458 $1,500	$2,183 2	$2,130 87 $2,455 $1,875	$1,822 51 $2,100 $1,435	$1,487 6	$1,828 10
	$1,550 1					$2,425 2	$1,833 2	$1,375 2	$1,730 67 $2,250 $1,333
		$2,000 1	$2,141 3	$2,164 6		$2,366 6	$1,610 14		$1,200 1
	$1,042 1		$2,300 7	$1,675 5		$2,296 3	$1,841 18	$1,076 4	$1,135 4

Master's Candidates-Inexperienced[1]

(Data Combined for Men and Women)

Graduate Program	Number of Offers March 1985	Number of Offers March 1984	Average $ Offers March 1985	Average $ Offers July 1984	Percent Change in $ Offers from July 1984	Percentiles 90th	Percentiles 50th	Percentiles 10th
Business								
Accounting	311	314	$2,048	$1,933	6.0%	$2,333	$2,042	$1,750
MBA—Non-technical undergraduate								
Less than 1 year	357	449	2,155	2,375	– 9.3	2,625	2,166	1,666
Over 1 to 2 years[2]	65	113	2,424	2,694	–10.0	3,333	2,380	1,792
Over 2 to 4 years[2]	54	87	2,639	2,768	– 4.7	3,460	2,540	1,958
Over 4 years[2]	51	103	2,599	2,818	– 7.8	3,333	2,500	1,833
MBA—Technical undergraduate								
Less than 1 year	78	89	2,447	2,541	– 3.7	2,850	2,408	2,041
Over 1 to 2 years[2]	12	27	2,667	2,778	– 4.0	*	*	*
Over 2 to 4 years[2]	11	21	2,968	2,896	2.5	*	*	*
Over 4 years[2]	16	16	2,727	3,004	– 9.2	*	*	*
MS—Business (incl. Management, Marketing, Finance, etc.)	52	87	2,271	2,279	– 0.4	2,741	2,250	1,916
Industrial Mgmt. (incl. Industrial Admin.)	16	18	2,314	2,223	4.1	*	*	*
Administration (incl. Public, Hospital, etc.)	17	12	2,280	1,929	18.2	*	*	*
Humanities and Social Sciences								
Humanities	29	14	1,519	1,561	– 2.7	2,083	1,417	833
Social Sciences	50	33	1,713	1,648	3.9	2,250	1,641	1,250
Engineering								
Chemical	63	78	2,541	2,557	– 0.6	2,710	2,583	2,333
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	92	54	2,343	2,227	5.2	2,767	2,327	1,950
Electrical (incl. Computer Engrg.)	363	267	2,716	2,584	5.1	2,950	2,750	2,450
Industrial	34	45	2,420	2,504	– 3.4	2,958	2,479	1,600
Mechanical	181	186	2,569	2,524	1.8	2,800	2,600	2,250
Nuclear (incl. Engrg. Physics)	12	11	2,561	2,471	3.6	*	*	*
Sciences								
Chemistry	10	21	1,930	2,228	–13.4	*	*	*
Computer Science	152	155	2,493	2,505	– 0.5	2,917	2,500	2,041
Geology & Related Geological Sciences	71	28	2,578	2,440	5.7	2,800	2,700	2,053
Mathematics	12	15	2,443	2,397	1.9	*	*	*
Metallurgy (incl. Met. Engrg., Materials Engrg./Sc., & Ceramics)	17	21	2,568	2,480	3.6	*	*	*
	2,126	2,264						

Doctoral Candidates

Engineering								
Chemical	52	31	$3,368	$3,239	4.0%	$3,666	$3,400	$3,167
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	7	5	2,471	3,108	–20.5	*	*	*
Electrical (incl. Computer Engrg.)	37	42	3,390	3,430	– 1.2	3,833	3,366	2,667
Mechanical	23	11	3,071	3,199	– 4.0	3,500	3,200	2,633
Sciences								
Chemistry	63	54	2,882	2,960	– 2.6	3,333	3,008	1,800
Mathematics (incl. Operations Research, Statistics, & Actuarial Science)	8	9	2,583	2,963	–12.8	*	*	*
Metallurgy (incl. Met. Engrg., Materials Engrg./Sc., & Ceramics)	15	4	3,168	3,212	– 1.4	*	*	*
Physics	20	15	3,019	3,201	– 5.7	3,623	3,111	2,000
	225	171						

[1]One year or less of full-time, non-military employment unless otherwise indicated.
[2]Years of previous full-time, non-military employment.

*Not computed for fewer than 20 offers.

The College Placement Coun- A3940-2-11 7185 -
62 Highland Avenue / Bethlehem, PA 18017

CPC Salary Survey

A study of 1984-1985 beginning offers / Formal Report No. 3, July 1985

The 1984-85 college recruiting season began with optimistic projections. With the economy gaining momentum, the job outlook for new college graduates seemed excellent. But the year was full of surprises.

First, in the December and January *Salary Survey* reports, job offers rose as expected, but starting salaries remained unchanged or fell from last July. Then in March, the tables turned. Job offers leveled off, barely holding even with last year's levels, while starting salaries began to make slow gains.

This July report tells the final story. Overall, both job offers and starting salaries increased modestly in 1984-85, resulting in a good recruiting year, but one that fell short of expectations.

While the number of job offers rose since last July, the increase was not evenly distributed. Engineering disciplines fared best, with nearly all of them recording gains. Among the other disciplines, some fared slightly better and others slightly worse than last year.

The increase in starting pay was more across-the-board. Salaries for most of the 25 disciplines rose from 3 percent to 5 percent.

Among specific disciplines, the social sciences and computer science categories produced the biggest surprises of the year. Social sciences recorded a slightly higher-than-average pay increase of 6.4 percent, bringing the average monthly salary to $1,545. On the other hand, computer science gave a lackluster performance. With only a handful more offers than last year and a 1.8 percent salary increase, this high-demand discipline did not have as strong a year as expected.

Although petroleum engineering again received the highest salary offers—and closed at 4.8 percent above last year's monthly average of $2,464—this discipline had a roller-coaster year. It got off to a strong start in December with an average of $2,638, climbed to $2,664 in January, dipped slightly to $2,660 in March, and dropped to $2,583 by year-end.

Chemical engineering still drew the second-highest salary offers, but like petroleum engineering, dipped slightly in March after gaining steadily before that. However, the year-end average of $2,369 represents a 3.7 percent increase since last July.

In contrast, electrical engineering, which ranked third, gained ground since March, increasing from an average of $2,258 to $2,283.

The business disciplines were somewhat of a mixed bag. Accounting and marketing received a few more offers than last year, but business-general received considerably fewer. However, all three disciplines drew higher starting salaries, with business-general jumping 5 percent to $1,636 and accounting and marketing each rising slightly more than 4 percent.

A comparison of data for men and women reveals some noteworthy points. While men accounted for the majority of job offers in this report, women recorded a much bigger increase in the number of offers since last July. Job offers to women jumped 10 percent, compared with only 3 percent for men. This difference was particularly evident in the accounting and computer science categories, where women reported sizeable increases and men recorded losses in the number of offers.

But not all the news was good for women. While they

(continued on page 11)

SCOPE AND NATURE OF THE SURVEY

The scope, nature, and coverage of the CPC *Salary Survey* are particularly important to the interpretation and proper use of the statistics.

The study surveys a fairly consistent population which includes 187 placement offices at 163 colleges and universities throughout the United States. Offers are reported from employing organizations in business, industry, government, and non-profit and educational organizations. The offers are base starting salary offers and do not include fringe benefits or overtime. The data cover a broad range of functional positions, except teaching. Confidentiality is maintained for the individual, the college, and the employer.

The *Survey* reports offers, not acceptances, with no limit on the number of offers per student. Therefore, offers in the study cannot be equated with actual hires, and when the economic climate changes substantially, the ratio of offers to hires usually changes also, making comparison with other years no longer valid. In those categories where offers are relatively few, the data should be regarded only as an indication.

The *Survey* is available only to members and *Salary Survey* subscribers of the College Placement Council and is intended for the professional use of its constituents. Reports are issued in December, January, March, and July.

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AVERAGE MONTHLY SALARY OFFERS

Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Curriculum For All Types of Employers	Number of Offers July 1985	Number of Offers July 1984	Average $ Offers July 1985	Average $ Offers July 1984	Percent Change in $ Offers from July 1984	Percentiles 90th	Percentiles 50th	Percentiles 10th
Business								
Accounting	6,637	6,459	$1,697	$1,627	4.3%	$1,917	$1,675	$1,500
Business—General (incl. Mgmt.)	3,627	4,249	1,636	1,555	5.2	2,083	1,600	1,250
Marketing & Distribution	1,955	1,677	1,548	1,485	4.2	1,880	1,500	1,250
Humanities and Social Sciences								
Humanities	686	760	1,461	1,477	– 1.1	2,041	1,458	940
Economics[1]	695	701	1,729	1,665	3.8	2,250	1,667	1,250
Other Social Sciences	1,125	1,047	1,545	1,452	6.4	2,208	1,500	1,000
Engineering								
Aeronautical	643	406	2,230	2,153	3.6	2,448	2,275	1,930
Chemical	2,263	2,096	2,369	2,285	3.7	2,510	2,400	2,175
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	1,383	1,164	1,969	1,897	3.8	2,343	1,950	1,635
Electrical (incl. Computer Engrg.)	10,969	10,330	2,283	2,213	3.2	2,500	2,333	1,958
Geological	76	67	2,105	2,041	3.1	2,525	2,167	1,608
Industrial	1,367	1,146	2,191	2,102	4.2	2,416	2,235	1,917
Mechanical	5,815	4,959	2,259	2,190	3.2	2,500	2,300	1,931
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	333	374	2,279	2,213	3.0	2,460	2,308	2,083
Mining	49	46	2,190	2,073	5.6	2,450	2,292	1,750
Nuclear (incl. Engrg. Physics)	109	101	2,283	2,199	3.8	2,475	2,300	1,975
Petroleum	422	415	2,583	2,464	4.8	2,875	2,700	2,100
Engineering Technology	912	846	2,137	2,078	2.8	2,400	2,167	1,790
Sciences								
Agricultural Sciences	246	339	1,474	1,418	4.0	2,000	1,450	1,083
Biological Sciences	145	120	1,433	1,402	2.2	1,958	1,400	920
Chemistry	169	193	1,897	1,756	8.0	2,395	1,958	1,250
Computer Science	3,796	3,773	2,082	2,046	1.8	2,375	2,146	1,667
Health (Medical) Professions	288	360	1,780	1,576	12.9	2,350	1,729	1,373
Mathematics	565	533	2,047	1,950	5.0	2,383	2,100	1,500
Other Physical & Earth Sciences	204	232	1,945	1,900	2.4	2,425	2,023	1,435
	44,479	42,393						

[1]Includes economics programs with both business and social science orientation.

AVERAGE MONTHLY SALARY OFFERS

Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Functional Area For All Types of Employers	Number of Offers July 1985	Number of Offers July 1984	Average $ Offers July 1985	Average $ Offers July 1984	Percent Change in $ Offers from July 1984	Percentiles 90th	Percentiles 50th	Percentiles 10th
Accounting/Auditing	7,161	6,546	$1,705	$1,626	4.9%	$1,942	$1,675	$1,500
Business Administration	1,889	2,055	1,635	1,537	6.4	2,141	1,600	1,167
Communications	325	326	1,635	1,493	9.5	2,375	1,583	900
Community & Service Orgs. Work	149	166	1,268	1,263	0.4	1,950	1,199	800
EDP-Programming/Systems	4,510	4,311	2,107	2,040	3.3	2,400	2,166	1,725
Engineering	22,371	20,169	2,265	2,195	3.2	2,500	2,317	1,930
Farm & Natural Resources Mgmt.	90	108	1,466	1,379	6.3	2,025	1,438	1,000
Finance & Economics	1,397	1,397	1,743	1,677	3.9	2,208	1,725	1,325
Health (Medical) Services	348	424	1,704	1,530	11.4	2,333	1,667	1,200
Manufacturing &/or Industrial Oprs.	558	945	2,082	2,027	2.7	2,425	2,166	1,600
Mathematics/Statistics	282	410	1,938	1,870	3.6	2,333	2,000	1,435
Merchandising/Sales Promotion	1,841	1,550	1,501	1,412	6.3	1,875	1,500	1,200
Personnel/Employee Relations	180	197	1,680	1,509	11.3	2,375	1,625	1,000
Research—Non-Scientific	270	296	1,882	1,746	7.8	2,460	2,000	1,200
Research—Scientific	556	729	2,030	1,949	4.2	2,500	2,100	1,300
Rotational Training—Non-Technical	557	650	1,519	1,418	7.1	2,000	1,458	1,125
Rotational Training—Technical	255	285	2,132	2,070	3.0	2,417	2,208	1,646
Sales—Non-Technical Degree	1,522	1,540	1,593	1,525	4.5	1,925	1,583	1,250
Sales—Tech./Scientific Degree	218	289	2,167	1,957	10.7	2,425	2,208	1,850
	44,479	42,393						

PROPORTION OF OFFERS BY CURRICULAR AREA